UFA

UNIVERSITY FILM ASSOCIATION

Students, Teachers, Film Makers!
Come to the Twenty-fifth Annual
Conference of the UFA!
The University of Wisconsin, Madison

August 15-20, 1971

Registration materials

The 25th Annual Conference of the University Film Association, August 15-20, 1971

Your registration folder contains:

- Registration Form
- Conference Program
- Screening Forms
- Guest House Room Reservation Card
- State, City and Campus Brochures

Introduction

Each year the University Film Association holds a conference for those involved in production, teaching, research, and the study of film in universities, colleges and other education organizations or governmental agencies. Many individuals, firms, corporations and foundations also participate in and support the conference. The program enclosed indicates the wide range of interests within UFA.

Discussions

During the first hour of each morning of the conference, space and facilities will be provided so that several small group activities can go on. This will include discussions, special screenings, presentation of papers, and problem clinics for film-makers and film-teachers. Participants are invited to bring film production problems and teaching problems to the conference to share and discuss with colleagues.

Film Showings

One of the main features of the UFA Conference each year is the time devoted during the evenings to the screening of films made in the universities and by members in other settings. These screenings represent an excellent cross-section of current work both by students and by professional staff members. An estimated 100 films will be screened during the course of the week. Those wishing to submit films for the evening screenings will find the forms for this in the registration packet. If you need more copies, feel free to duplicate them. Films and screening forms should be sent, post-marked no later than July 30, to the UFA Screening Committee, Film Production Unit, Southern Illinois University, Carbondale, Illinois-62901. The steadily increasing number of films submitted to the UFA Conference make it necessary for films to be sent in advance to give the screening committee adequate time to set up the program.

Location

The conference will be held on the University of Wisconsin Madison Campus in the Wisconsin Center Building located on the shore of Lake Mendota. This is an adult education facility designed especially to house conferences and institutes. The building is air-conditioned. Located within a block is the Memorial Union Theatre which will provide 35mm projection facilities for the conference.

Housing

Rooms for those attending the conference have been reserved at Lowell Hall, the Guest House of the Wisconsin Center. Located at 610 Langdon Street, Lowell Hall is just a block from the conference center. It is air-conditioned. Recreational facilities at Lowell Hall include an indoor swimming pool, sauna bath, and roof-top sun-deck. Guests can swim in Lake Mendota off Lowell pier. The evening screenings will be held conveniently in the lower

meeting room of the Guest House. Parking will be available. To reserve accomodations at Lowell Hall, please fill out and mail the enclosed post card. Normally, 2 persons will share a room at the rate of $7.50 per person per day. Single occupancy will be $11.00 per day. Information on near-by motels and hotels can be obtained by contacting the Madison Chamber of Commerce, P.O. Box 71, Madison, Wisc.-53701, phone: (608) 256-8348. The closest camping facilities are located at Mendota Park, a 15-minute drive from the campus.

Meals

Breakfast will be served in the Lowell Hall Dining Room. Lunch will be conveniently available in the Wisconsin Center cafeteria. A wide variety of restaurants are located within a block or two of the Conference Center.

Special Events

A picnic is planned for the afternoon of Wednesday, August 18. It will be located on Picnic Point, a wooded peninsula on Lake Mendota. The picnic area includes swimming beach, hiking trails, and open space for games. Tickets for the picnic are $4.50. This includes food and transportation by charted boat from the conference center to and from Picnic Point.

The Ken Edwards Memorial Banquet will be held the evening of Thursday, August 19th,in the Wisconsin Center. Tickets for the banquet will be $5.25. The entree is roast prime rib of beef.

Family Activities

A program for wives will be held Tuesday morning the 17th. The Campus and Madison area offer a wide variety of attractions including the Elvejhem Art Center, the Madison Art Center, the Museum of the State Historical Society, the Vilas Park Zoo, and the University Arboreteum. Within a short distance of Madison are the Circus World Museum at Baraboo, the Frank Lloyd Wright Taliesin-East School of Architecture at Spring Green, and the Aztalan Pre-historic Archeological site near Lake Mills. Baby-sitting service will be available on a schedule determined by requests.

Transportation

Madison is served directly by Northwest, North Central, and Ozark Airlines; Greyhound and Badger Bus Lines. Those driving can come in on Interstate 90 or 94.

Registration

Advance registration will greatly facilitate the work of the Conference Center in making proper arrangements. In addition, those registering in advance will receive a re-print of an article recommended for reading in preparation for the program on Tuesday.

Key phone numbers and addresses:

Pre-conference inquiries should be directed to the:

UFA Conference
c/o Dept. of Photography-Cinema
University Extension
45 North Charter St.
Madison, Wisc.-53706
Phone: (608) 262-2944

Most of the meetings of the conference will be at:

Wisconsin Center
702 Langdon St.
Madison, Wisc.-53706
Phone: (608) 262-1122.

Most of those attending the conference will be staying at:

Lowell Hall
610 Langdon St.
Madison, Wisc.-53706.
Phone: (608) 256-2621

ufa

MANAGER: THE WISCONSIN CENTER GUEST HOUSE (LOWELL HALL)
610 LANGDON ST. 608–256-2621

PLEASE RESERVE for: _____ conference

DOUBLE ROOM _____ $7.50 person/day

I wish to share double with _____
NAME

with any conferee _____

NAME _____ Arr. ____/____/____

ADDRESS _____ Dep. ____/____/____

CITY _____ STATE _____ Zip _____

No. in party–If reservations made for family, etc. _____

Parking Necessary? $1.50/day _____ NOTES: _____

Air Conditioning, Pool, Sauna, Connecting Shared Baths

FIRST CLASS
PERMIT NO. 2138
MADISON, WIS.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

Postage will be paid by–

THE WISCONSIN CENTER GUEST HOUSE
LOWELL HALL
610 LANGDON STREET
MADISON, WISCONSIN 53706

ON–
LAKE
CAMPUS

REGISTRATION FORM

University Film Association Conference August 15-20, 1971

Name - include attending family members. They will be registered at no charge.

Home address

City State Zip Code

Organization or Company

			Amount enclosed
Registration Fee:	Members	$30.00	$.
	Student members	10.00	.
	*Student non-members	15.00	.
	*Non members	45.00	.
_____(no.) Picnic tickets at $4.50 (includes boat transportation)			.
_____(no.) Banquet tickets at $5.25			$.

Enclosed is a check made out to UNIVERSITY EXTENSION in the amount of (total) $.

There will be a party of _____ adults and _____ children staying at the Guest House.

Housing arrangements should be made with the Guest House or other hotel directly. Please return the attached post card to make your reservation at Guest House. Please do not include housing charges with advance payment for registration, banquet, and picnic.

Please send acknowledgment and Pre-conference materials to:

_____above address

_____the following temporary address

_____

_____

_____

Return registration form and advance payment to: UFA Conference
Wisconsin Center
702 Langdon St.
Madison, Wisc.-53706

*Non members may join by writing to: F. Dennis Lynch, Secretary; Radio, TV, Film; University of Kansas; Kawrence, Kansas-66044

UFA OFFICIAL SCREENING FORM
25th Annual Conference August 15-20, 1971
University of Wisconsin, Madison, Wisc.

Mail film and this form to:
UFA Screening Committee
Film Production
Southern Illinois University
Carbondale, Illinois - 62901
Attn: Howard Cotton

Submitting organization _____

Submitting individual _____

Pick up (date & signature) _____
Return by mail (date) _____

A. Institutional members are those institutions holding an institutional membership in UFA at the time of the conference. Individual active members are those holding an active membership in UFA at the time of the conference.
B. This form and the film must be post marked no later than July 30th or film will be placed in group 9 below.
C. All entries are limited to 30 minutes screening time. Each individual reel of film must have a separate screening form. It is permissible to attach several films end for end on a single reel provided that the total time does not exceed 30 minutes.

1. Screening Priority: (Mark one only)

___ 1. First choice of institutional member organization with member present.
___ 2. First choice of individual active member who is present at screening.
___ 3. First choice of institutional member organization with no one present.
___ 4. Second choice of institutional member organization with member present.
___ 5. First choice of sustaining member.
___ 6. First choice of individual active member not present at screening.
___ 7. Second choice of institutional member organization with no one present.
___ 8. Second choice of individual active member present at screening.
___ 9. Late films and all other films (if time permits).
___ Student film for separate daytime screening session.

2. Member present to introduce film _____

3. Film title(s) _____
Total running time _____ minutes. B&W _____ Color _____

4. Short description of film's content. _____
_____
_____
Purpose of film _____
Intended audience _____ Production Budget _____

5. Would you like written critiques on this film? _____

Screening committee will schedule films with regard to priority and program balance. They reserve the right to not show films that are clearly inappropriate to UFA purposes.

_____ will pick up film after conference, or _____ please mail back at Library Rate.

Address to use in returning films:

University Film Association Conference
August 15-20, 1971

Program

Sunday, August 15

Afternoon: Registration at Lowell Hall, 2-5 PM, 610 Langdon Street

Evening: Screenings at Lowell Hall, 7-11 PM

Monday, August 16

Morning: Registration at Wisconsin Center, 8-10 PM, 702 Langdon Street

Communications and Commitment at the University of Wisconsin
Dr. George Strother,
Acting Chancellor
University Extension

Dr. Edwin Black,
Chairman, Department of Communication Arts
Madison Campus

President's message
Blair Watson, President, UFA

Conference preview

Tour of the Multi-Media Laboratory

Group picture

Afternoon: 25 years of the Non-Theatrical Film
Lewis Jacobs, author "The Rise of the American Film"
Herman Engel, Writer-Director

Business meeting

Evening: Film screenings

Tuesday, August 17

Morning: Screenings, Film Clinic, Teaching Clinic, Exhibits (all day)

The Innovative Film-maker, teacher, student or administrator in a Bureaucratic organization--Problems and Solutions

Resource:
Dr. Bernard James
Center for Advanced Study in Organizational Science
University Extension
University of Wisconsin

Discussants:
John Humphrey, Director of Media Planning
Crowell, Collier & MacMillan
Andrew Costikyan, Director of Photography for "Bananas"
Gordon Weisenborn, Writer-Director
Michael Birch, Producer, Leo Burnett Advertising
Herman Engel, Writer-Director
Kaye Finch, Film-maker, University of Wisconsin
Jackson Tiffany, Film-maker, University of Wisconsin
Dr. Jack Ellis, Professor, Radio, TV & Film
Northwestern University
Dr. Ray Fielding, Professor, Radio, TV & Film
Temple University
Robert Edmond, Chairman, Motion Picture Department
Columbia College
Steve Naczinski, Student, University of Wisconsin
Other students

Part 1: Bureaucracy, Clients, and Film-makers

Part 2: Bureaucracy vs. Creative Administration

Afternoon: Part 3: Bureaucracy and Teaching Vitality

Part 4: Bureaucracy, Students,and Careers

Evening: Film screenings

Wednesday, August 18

Morning: Film Clinic, Teaching Clinic, Exhibits, Screenings

Portable videotape development and application
Stephen Naczinski

Problems of Super 8 for teaching, original production and distribution;
Jack Behrend: Behrend's Inc.
George W. Colburn: George W. Colburn Laboratory, Inc.

Wednesday, August 18 (cont'd)

(concurrent session)
Pauline Kael's critical theories
F. Dennis Lynch, Univ. of Kansas

The interests of Government Agencies and Foundations in supporting University Film Production and Teaching.
Gene Wenner, John D. Rockefeller III Foundation
recently with U.S. Office of Education

Afternoon: Picnic: boat trip to Picnic Point on Lake Mendota

Evening: 25th Anniversary UFA Retrospective
Herbert Farmer, Univ. of Southern California
John Flory, Eastman Kodak Company
George Colburn, George W. Colburn Laboratory, Inc.
Steve Knudsen, Iowa State University
Ken Mason, Eastman Kodak Company

Screenings

Thursday, August 19

Morning: Film Clinic, Teaching Clinic, Screenings, Exhibits (all day)

American Film Institute presents: "Directed by John Ford", a 35mm feature length study of Ford's work with 45 excerpts
David Sheppard, Producer, American Film Institute

Resources for the Study of Film History:
David Sheppard: American Film Institute
Agatino Balio: Wisconsin Center for Theater Research
(concurrent program)
Student Films and Film-makers
Charles Lyman, Columbia College
Daniel Goulding, Oberlin College
Christian Koch, Oberlin College
(concurrent program)
Tour of Department of Photography-Cinema

Afternoon: Project Media Now, a self instructional modular program for teachers and students at the high school level.
Daniel J. Perkins, Iowa State University

New film-makers---What is the University Role?
Chicago Film Workshop
Jim Taylor

Milwaukee Inner City Film Workshop
Tom Harris

Detroit Film Workshop
Robert N. Manning, Central Michigan University

(concurrent sessions)
Tour of Mass Communications History Center
State Historical Society of Wisconsin

Thursday, August 19 (cont'd)

Evening: Ken Edwards Memorial Banquet
Keynote address:
"The Social Involvement of the Arts"
Mirron Alexandroff, President
Columbia College, Chicago

Filming screenings

Friday, August 20

Morning: Film Clinic, Teaching Clinic, Discussion, Screening

Regional Cinema and the University
Owen Shapiro, Northern Michigan State University

New Directions for Film and Videotape in Community Development and Social Change
George Stoney, New York University,
formerly Producer in charge of
Challenge for Change,
National Film Board, Canada

Afternoon: Brief Business meeting

"Arthur Penn, 1922---Themes and Variations".
This psychological Portrait of Penn at work during the production of Alice's Restaurant and Little Big Man, is the Emmy Award winning feature length film by Robert Hughes.

Evening: Film screenings

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from the
National Historical Publications and Records Commission.

https://wcftr.commarts.wisc.edu

https://archives.gov/nhprc